

Successful Transmission Report

06-27-96

04:07PM

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PRODUCT PURCHASE EXCEPTIONS FORM

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date 6-27-96 (Submit form at least 4 weeks prior to promotion)

Who we can contact if we have questions

Is this a Chain, Wholesaler, or Division wide promotion?

RJR Contact Name R.H. FRICK
RJR Contact Phone VH# 42328Chain Name SUPERFRESH
Chain ID 1127-00-00
or Wholesaler Name THRU F.A. DAVIS
Wholesaler Account # 146880
or Division # (if Division wide)

Describe the promotion, with specific value if known (Example: buy-down, actual dollar, special pre-bidding, etc.):

Product Line Distribution

Promotion Timing

How will Retailer purchase from Wholesaler supplier? (Check one)

Promotion Start Date JULY 29TH
Promotion End Date AUG 3RDonce at beginning of promotion ☐
spread evenly over whole period ☐
other (specify in Comments section below) ☒

Where will the promotion occur (specific Wholesaler, specific Warehouse, or Division wide), for which brand styles, and what is the total extra volume by style needed for the entire activity period (in cases or % increase expected):

Individual Wholesaler SISA or RJR Division # (if Division wide)		146880			
Public Warehouse # (if known)					
Brand Style Names (PRINT LEGIBLY)	UPC (or Customer Method code)	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase
PILOT Full Flavor 100's	35812	2.5			
" Full Flavor 85's	35712	2.5			
" LIGHT 100's	36012	6.25			
" LIGHT 85's	35912	6.25			
" ULTRA LIGHT 100's	36412	2.5			
" ULTRA LIGHT 85's	36312	2.5			
" MENTHOL LIGHT 100's	36212	3.75			
" MENTHOL LIGHT 85's	36112	2.5			
" MENTHOL F.F. 100's	20950	2.5			
" MENTHOL F.F. 85's	20896	2.5			
" NON FILTER 85's	39112	2.5			
" Full Flavor CPB 85's	21194	3.75			
" LIGHT CPB 85's	21197	3.75			

Comments/Special Instructions: Initial Extra: Distribution of Product Line, Reorder
will be guaranteed from Sales.

FAX this form to Promotions Area: 910-741-2156

Direct questions to: 910-741-3521, 3078, 3545

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